Abstract of the Disclosure

A television audience measurement system measures
viewing of a television program viewed on digital television
located in a statistically selected site by (i) retrieving
an audience measurement data packet from a television set in
order to identify the television program, (ii) detecting an
audio code embedded in the television program in order to
identify the television program, (iii) extracting an audio
signature from the television program in order to identify
the television program, (iv) identifying the television
program through use of a software agent, and (v) selecting
at least one of the retrieving means, the detecting means,
the extracting means, and the software agent in order to
identify the television program.